United Nations A/59/6 (Prog. 23)

General Assembly

Distr.: General
19 April 2004

Original: English

Fifty-ninth session
Item 112 of the preliminary list*
Programme planning

Proposed strategic framework for the period 2006-2007

Part two: biennial programme plan

Programme 23
Public information

Contents

	Page
Overall orientation	2
Subprogramme 1. Strategic communication services	3
Subprogramme 2. News services	4
Subprogramme 3. Library services	5
Subprogramme 4. Outreach services	6
Legislative mandates	7

* A/59/50 and Corr.1.

04-31569 (E) 130504

Overall orientation

23.1 The central purpose of the programme is to help fulfil the substantive aims of the United Nations by strategically communicating the activities and concerns of the Organization in order to achieve the greatest public impact. The responsibility for the programme is vested in the Department of Public Information both at Headquarters in New York and in the worldwide network of United Nations information centres and services. The mandate of the Department is contained in General Assembly resolution 13 (I) of 13 February 1946. The Department's work is guided by the priorities laid down by the Assembly and its subsidiary body, the Committee on Information, through resolutions on questions relating to information, the most recent of which are 58/101 A and B.

23.2 The strategic framework of the Department seeks to promote global awareness and enhanced understanding of the diverse functions of the United Nations. To this end and using the United Nations Millennium Declaration as its guide, the Department will focus on priority issues for the Organization, including the eradication of poverty, conflict prevention, sustainable development, human rights, the HIV/AIDS epidemic, combating terrorism in all its forms and manifestations and the needs of the African continent. As the Department responsible for the communication policies of the United Nations, the Department of Public Information works closely with substantive offices of the United Nations system to deliver effective and targeted information programmes on the aforementioned key areas. It strives to reach global audiences, particularly influential opinion leaders, as well as youth, through intermediaries such as the media, governmental and non-governmental organizations, educational institutions, business and professional organizations and other segments of civil society, including through enhanced partnerships.

23.3 Within this framework, special efforts will be made to ensure that gender mainstreaming is incorporated into the design of public information products and activities, particularly those at the core of the various promotional campaigns for the United Nations system that are spearheaded by the Department.

23.4 Increased use is being made of the latest technology, in both the traditional and electronic media, including the Internet, to deliver news directly and instantaneously to the media worldwide. Particular attention is given to tailoring the news disseminated to different regions, bearing in mind their technological capacity.

23.5 A major challenge for the Department in implementing this programme is to build bridges effectively in order to make the relevance of the work of the United Nations resonate in the lives and daily concerns of people everywhere.

Subprogramme 1
Strategic communication services

Objective of the Organization: To broaden understanding of and support for the work of the United Nations on priority thematic issues

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Increased media coverage of the thematic priority issues	(a) An increase in the number of articles carried by targeted media
(b) Clients' needs are met	(b) An increase in the percentage of clients expressing satisfaction with media coverage
(c) Enhanced quality of outreach efforts in the field	(c) (i) An increase in the percentage of target audiences indicating that their understanding about the United Nations has grown or improved (ii) An increase in the number of visits (page views) to the subprogramme's web sites

Strategy

23.6 The subprogramme will be implemented by the Strategic Communications Division, which consists of the Communications Campaigns Service, the Information Centres Service, the United Nations information centres and services, and the Committee Liaison Unit.

23.7 The objective will be accomplished by giving a more strategic focus to the activities of the Department and the United Nations information centres. Priority issues and activities of substantive departments will be identified through a new client planning process and will form the basis of communications plans. These plans will identify key messages tailored to specific target audiences, which will be reached using the most appropriate tools. The United Nations Communications Group will be utilized to enhance the coordination of communications activities between the Department and the organizations of the United Nations family relating to these issues.

23.8 In order to generate better informed public opinion on priority issues, information products for specialized media will be developed and disseminated in the official languages, as well as in local languages, by United Nations information centres and services. Strategic media outreach activities, such as press conferences and interviews with senior officials, will be organized. Web sites in local languages will continue to be created and maintained by the information centres.

23.9 Operational support and strategic communications advice will continue to be provided to the information component of United Nations peace missions, including the maintenance of relevant web sites.

Subprogramme 2
News services

Objective of the Organization: To increase the geographic range and frequency of use by media outlets and other users of timely news and information products about the Organization in order to strengthen support for the United Nations

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Increased utilization by media organizations and other users of news and information about the United Nations	(a) (i) An increase in the number of partnerships with radio and television networks, by language and by region
	(ii) An increase in the number of accesses (page views) to the United Nations web site, including the News Centre, by language
(b) Timely access by news organizations and other users to daily meetings-coverage press releases, television packages, photos and other information products	(b) Maintenance of the current percentage of products meeting deadlines

Strategy

23.10 The subprogramme will be implemented primarily by the News and Media Division, supported by the Office of the Spokesman for the Secretary-General and by the United Nations information centres and information services away from Headquarters.

23.11 The objective will be accomplished through the timely delivery of accurate, balanced and, where feasible, customized news and information materials and services, namely, radio, television, photographic, print and Internet, to media and other users globally, utilizing new information technologies to reach a wider audience more quickly. Multilingualism and developing-country media will be particular priorities of the subprogramme's outreach efforts.

23.12 New information technologies will also enable the subprogramme to focus on improving access from the field, especially during breaking news. Other benefits from modernization will include enhanced productivity and integration across different media, presenting a coordinated and seamless multimedia service.

23.13 A cohesive promotional and distribution strategy will build more innovative partnerships with major broadcasters. These collaborations will help meet the needs of a global audience by offering to radio and television networks quality programmes which reflect the priorities identified by Member States, including the Millennium Development Goals. Special programmes will be produced and distributed as required.

Subprogramme 3
Library services

Objective of the Organization: To facilitate access to timely and up-to-date library products and services for use by delegates, permanent missions of Member States, the Secretariat, researchers and depository libraries worldwide

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Enhanced quality of services	(a) (i) 90% of users expressing satisfaction with the products and services (ii) The number of page views on the Library web sites, sorted by official languages
(b) Greater collaboration among United Nations libraries	(b) The number of joint and/or coordinated projects by the Dag Hammarskjöld Library and other United Nations libraries
(c) Timely issuance of the *Yearbook of the United Nations*	(c) The time lag between the end of the year covered and the publication date of the relevant volume will not exceed 18 months

Strategy

23.14 The subprogramme will be implemented by the Dag Hammarskjöld Library and other United Nations libraries. It aims to create and/or provide timely and up-to-date information products and services to meet the needs of delegates, Secretariat staff and researchers; to facilitate access to United Nations information for depository libraries and the general public worldwide; to contribute to bridging the digital divide; to mobilize the international library community, in particular depository libraries, as conduits of outreach to civil society; and to oversee and coordinate the activities of the United Nations libraries.

23.15 The Dag Hammarskjöld Library, in coordination with other United Nations libraries as well as libraries of the wider United Nations system, will continue to move in the direction of becoming a virtual library, while not neglecting the print collections of the United Nations documents, books, serials and government documents required by its users. There will be increasing emphasis on the creation and delivery of electronic information, outreach to depository libraries and support for multilingualism. The delivery of customized information directly to the desktops of permanent missions at Headquarters and Secretariat staff worldwide will be expanded. The Library's Internet and Intranet sites will be enriched and further developed in all six official languages, with multilingual retrieval capabilities. Access to commercially available electronic information will be provided in a cost-effective way through the United Nations System Consortium. Access to United Nations databases by depository libraries will be promoted, where feasible, to ensure rapid, complete and cost-effective document distribution.

23.16 The in-house creation and processing of data, including databases and other electronic products, published indexes, standards and guidelines for bibliographic control and multilingual reference tools will be expanded and improved. The United

Nations Bibliographic Information System (UNBIS) Thesaurus will be regularly maintained as a six-language database. Two comprehensive, accurate and high-quality annual editions of the *Yearbook of the United Nations* will be published, covering 2004 and 2005, and will constitute input for parallel web versions of the *Yearbook*.

23.17 A major focus will be on training, including courses for Headquarters users and depository librarians overseas, as well as the electronic delivery of advice, manuals and database structures to small United Nations libraries in the field.

23.18 The Dag Hammarskjöld Library will place increasing emphasis on setting policies and standards and engaging in collaborative projects with other United Nations libraries through the Steering Committee for the Modernization and Integrated Management of United Nations Libraries. Furthermore, through active participation in inter-agency forums, the Library will promote knowledge-sharing throughout the United Nations system.

Subprogramme 4
Outreach services

Objective of the Organization: To enhance understanding of the role, work and concerns of the United Nations

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Strengthened and expanded relationships with partners	(a) (i) An increase in the number of partnerships with relevant organizations within the United Nations system and externally
	(ii) An increase in the number of non-governmental organizations that meet United Nations criteria as effective redisseminators
(b) Enhanced quality and effectiveness of outreach services and products	(b) (i) An increase in the percentage of clients expressing satisfaction with the subprogramme's products and services
	(ii) At least 90% of target audiences indicating that their understanding about the United Nations has grown or improved
	(iii) An increase in number of visits (page views) to the subprogramme's web sites

Strategy

23.19 The subprogramme will be implemented by the Outreach Division, which includes the Civil Society Service, the Sales and Marketing Section and the secretariat of the Publications Board.

23.20 These offices will work to inform and stimulate opinion and debate on the Organization's priority issues through outreach efforts targeted directly to the public and in alliance with key partners, including non-governmental organizations, academic institutions, other representatives of civil society, and the media.

23.21 The objective will be accomplished by developing, strengthening and expanding the Division's relationships with partners both within the United Nations system and among non-governmental organizations, the academic community and the private sector. The Division will also seek opportunities to involve those audiences as well as the general public, in particular children and youth, in the concerns addressed by the United Nations and to promote more effectively its programmes and services designed for them. This includes capitalizing on the opportunities provided by information and communication technologies, including the Internet, webcasting and videoconferencing, to reach larger audiences, encourage their interaction with the Organization and enhance their access to information about the United Nations and global issues. At the same time, the Division will continue to reach out to target audiences using more traditional means of communication.

Legislative mandates

General Assembly resolutions

1086 (XI)	Public information activities of the United Nations
2897 (XXVI)	Review and appraisal of the United Nations information policies and activities
3047 (XXVII)	Revenue-producing activities
33/115 A-C and 34/182	Questions relating to information
57/7	Final review and appraisal of the United Nations New Agenda for the Development of Africa in the 1990s and support for the New Partnership for Africa's Development
57/90	United Nations Disarmament Information Programme
57/144	Follow-up to the outcome of the Millennium Summit
57/195	The fight against racism, racial discrimination, xenophobia and related intolerance and the comprehensive implementation of and follow-up to the Durban Declaration and Programme of Action
57/249	Culture and development
57/254	United Nations Decade of Education for Sustainable Development

57/266	Implementation of the first United Nations Decade for the Eradication of Poverty (1997-2006)
57/294	2001-2010: Decade to Roll Back Malaria in Developing Countries, Particularly in Africa
58/11	International Decade for a Culture of Peace and Non-Violence for the Children of the World, 2001-2010
58/20	Special information programme on the question of Palestine of the Department of Public Information of the Secretariat
58/101 A-B	Questions relating to information
58/110	Dissemination of information on decolonization
58/126	Revitalization of the work of the General Assembly
58/148	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
58/165	International Covenants on Human Rights
58/217	International Decade for Action, "Water for Life", 2005-2015
58/269	Strengthening of the United Nations system: an agenda for further change